

## ORDER



**Orders**  
**Order / Rev:** 708397  
**Alt Order #:** 06290639  
**Product Desc:** KLINE FOR CONGRESS  
**Estimate:** 213  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Stevens Reed Curcio & Potholm Medi  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street, Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** JOHN KLINE/R/CON/MN  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	35	\$29,485.00	\$25,062.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	35	\$29,485.00	\$25,062.25	0.00
<b>Totals</b>	<b>35</b>	<b>\$29,485.00</b>	<b>\$25,062.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	24%	\$29,485.00
Market	100%	\$122,854.17

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$13,513.96
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$17,199.58
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$62,655.62
WFTC	0%	\$0.00

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 Estimate: 213  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	0	\$0.00
SAT 5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$585.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/29/12-11/04/12		Sat 5-530p		5-530P	-----Sa--	:30		<del>(\$585.00)</del>		0.00	NM		
Credited [CR]															
N36	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$250.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$250.00		0.00						
N37	KARE	10/30/12	11/02/12	Days of Our Lives Days of Our Lives	CM	12-1p	-TWTF--	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	2		\$300.00		0.00						
N38	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	12111--	:30	6	\$300.00	P-4	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-2111--	5		\$300.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$300.00		0.00						
N39	KARE	10/30/12	11/01/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-TWT---	:30	3	\$525.00	P-4	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	3		\$525.00		0.00						
N40	KARE	10/30/12	11/01/12	M-F 430-5p Jeopardy	CM	430-5P	-TWT---	:30	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	2		\$1,350.00		0.00						
N41	KARE	10/30/12	11/01/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-TWT---	:30	2	\$1,975.00	P-4	0.00	NM	2	\$3,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	2		\$1,975.00		0.00						
N42	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$1,975.00	P-4	0.00	NM	5	\$9,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$1,975.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$1,975.00		0.00						
N43	KARE	10/30/12	11/01/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-TWT---	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	3		\$1,000.00		0.00						
N44	KARE	10/30/12	11/01/12	Today Show Today Show	CM	7-9a	-TWT---	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	3		\$900.00		0.00						
N45	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	KARE 11 6 News Sa	-----S-	:30	1	\$1,450.00	P-4	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,450.00		0.00						
N47	KARE	10/30/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-TWTF--	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	1		\$350.00		0.00						
N48	KARE	10/30/12	11/02/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	-TWTF--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	1		\$100.00		0.00						

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N48	KARE	10/30/12	11/02/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	- TWTF- -	:30	1	\$100.00	P-2	0.00 NM	1	\$100.00
N49	KARE	10/30/12	11/02/12	KARE News (repeat) KARE News (repeat)	CM	105-135a	- TWTF- -	:30	1	\$135.00	P-4	0.00 NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/29/12		10/29/12	11/04/12	- TWTF- -	1		\$135.00		0.00					
												Totals	35	\$29,485.00